

Buy Local Marketing Campaigns for Neighborhood Business Districts

November 10, 2009

9:00 a.m. – 1:30 p.m.

Seattle City Hall, Bertha Knight Landes Room

Seattle's Office of Economic Development ([OED](#)) will host a "Buy Local" marketing strategies workshop with presenter **Jeff Milchen**, a leading advocate for community-based businesses and co-founder of the American Independent Business Alliance ([AMIBA](#)). **City Council President Richard Conlin**, an avid supporter of buy local business campaigns, will deliver opening remarks.

Are you a leader in a local chamber or neighborhood business group? A small business owner passionate about promoting the idea of "Buy Local"? If so, come to this workshop to:

- Learn why supporting local business is so important for the economic health of the city
- Get the tools you need to design and execute a successful neighborhood "Buy Local" campaign – including best practices on building a dynamic media presence
- Review website, database, and e-mail essentials
- Get tips on funding your campaign and making city government your "Buy Local" ally

Refreshments will be served. Please RSVP by November 5, 2009 to OED's Danielle Hursh at 206-733-9254 or danielle.hursh@seattle.gov

www.seattle.gov/economicdevelopment